THE NCS™

The National Community Survey™

Scottsdale, AZ
Technical Appendices
2020

NRC
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Contents

Appendix A: Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey. For questions that included a "don't know" response option, two tables for that question are provided: the first that excludes the "don't know" responses, and the second that includes those responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 1: Question 1 without "don't know" responses

Please rate each of the following aspects of quality of life in Scottsdale.	Excellent		Good		Fair		Poor		Total	
Scottsdale as a place to live	62%	N=204	34%	N=110	4%	N=13	0%	N=0	100%	N=327
Your neighborhood as a place to live	55%	N=177	40%	N=129	5%	N=18	0%	N=0	100%	N=323
Scottsdale as a place to raise children	49%	N=121	40%	N=98	8%	N=20	2%	N=6	100%	N=244
Scottsdale as a place to work	48%	N=123	45%	N=115	7%	N=19	0%	N=1	100%	N=258
Scottsdale as a place to visit	71%	N=222	23%	N=73	4%	N=12	1%	N=5	100%	N=312
Scottsdale as a place to retire	60%	N=174	33%	N=98	5%	N=16	2%	N=4	100%	N=293
The overall quality of life in Scottsdale	52%	N=169	45%	N=146	3%	N=10	0%	N=0	100%	N=325
Sense of community	22%	N=67	44%	N=136	26%	N=81	7%	N=23	100%	N=307

Table 2: Question 1 with "don't know" responses

Please rate each of the following aspects of quality of life in Scottsdale.	Excellent		Good		Fair		Poor		Don't know		Total	
Scottsdale as a place to live	62%	N=204	34%	N=110	4%	N=13	0%	N=0	0%	N=0	100%	N=327
Your neighborhood as a place to live	54%	N=177	40%	N=129	5%	N=18	0%	N=0	1%	N=2	100%	N=326
Scottsdale as a place to raise children	37%	N=121	30%	N=98	6%	N=20	2%	N=6	24%	N=79	100%	N=323
Scottsdale as a place to work	38%	N=123	36%	N=115	6%	N=19	0%	N=1	20%	N=64	100%	N=322
Scottsdale as a place to visit	69%	N=222	23%	N=73	4%	N=12	1%	N=5	3%	N=9	100%	N=321
Scottsdale as a place to retire	54%	N=174	30%	N=98	5%	N=16	1%	N=4	9%	N=31	100%	N=324
The overall quality of life in Scottsdale	52%	N=169	45%	N=146	3%	N=10	0%	N=0	0%	N=0	100%	N=325

Please rate each of the following aspects of quality of life in Scottsdale.	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	21%	N=67	42%	N=136	25%	N=81	7%	N=23	5%	N=16	100%	N=323

Table 3: Question 2 without "don't know" responses

Please rate each of the following characteristics as they relate to Scottsdale as a whole.	Excellent		Good		Fair		Poor		Total	
Overall economic health of Scottsdale	23%	N=69	67%	N=201	9%	N=28	1%	N=3	100%	N=301
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale	21%	N=63	51%	N=155	20%	N=61	8%	N=23	100%	N=301
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	29%	N=93	55%	N=175	14%	N=45	1%	N=3	100%	N=316
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric, gas)	29%	N=94	55%	N=177	12%	N=39	4%	N=13	100%	N=322
Overall feeling of safety in Scottsdale	40%	N=130	49%	N=160	10%	N=32	1%	N=3	100%	N=325
Overall quality of natural environment in Scottsdale	45%	N=144	42%	N=133	10%	N=31	4%	N=12	100%	N=321
Overall quality of parks and recreation opportunities	53%	N=165	36%	N=113	7%	N=21	4%	N=11	100%	N=310
Overall health and wellness opportunities in Scottsdale	46%	N=140	38%	N=116	13%	N=41	3%	N=10	100%	N=307
Overall opportunities for education, culture, and the arts	38%	N=118	44%	N=135	16%	N=51	2%	N=5	100%	N=309
Residents' connection and engagement with their community	20%	N=58	42%	N=123	26%	N=76	11%	N=32	100%	N=291

Table 4: Question 2 with "don't know" responses

Please rate each of the following characteristics as they relate to Scottsdale as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall economic health of Scottsdale	22%	N=69	63%	N=201	9%	N=28	1%	N=3	6%	N=19	100%	N=321
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale	20%	N=63	49%	N=155	19%	N=61	7%	N=23	6%	N=18	100%	N=319
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	29%	N=93	54%	N=175	14%	N=45	1%	N=3	2%	N=6	100%	N=322
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric, gas)	29%	N=94	54%	N=177	12%	N=39	4%	N=13	1%	N=4	100%	N=325
Overall feeling of safety in Scottsdale	40%	N=130	49%	N=160	10%	N=32	1%	N=3	0%	N=0	100%	N=325
Overall quality of natural environment in Scottsdale	44%	N=144	41%	N=133	10%	N=31	4%	N=12	1%	N=4	100%	N=324

Please rate each of the following characteristics as they relate to Scottsdale as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall quality of parks and recreation opportunities	51%	N=165	35%	N=113	6%	N=21	4%	N=11	4%	N=12	100%	N=321
Overall health and wellness opportunities in Scottsdale	44%	N=140	36%	N=116	13%	N=41	3%	N=10	4%	N=14	100%	N=321
Overall opportunities for education, culture, and the arts	37%	N=118	42%	N=135	16%	N=51	2%	N=5	4%	N=14	100%	N=323
Residents' connection and engagement with their community	18%	N=58	39%	N=123	24%	N=76	10%	N=32	9%	N=28	100%	N=319

Table 5: Question 3 without "don't know" responses

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Scottsdale to someone who asks	70%	N=225	27%	N=87	1%	N=4	2%	N=7	100%	N=323
Remain in Scottsdale for the next five years	76%	N=239	20%	N=63	1%	N=4	2%	N=7	100%	N=313

Table 6: Question 3 with "don't know" responses

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Scottsdale to someone who asks	69%	N=225	27%	N=87	1%	N=4	2%	N=7	1%	N=2	100%	N=324
Remain in Scottsdale for the next five years	74%	N=239	19%	N=63	1%	N=4	2%	N=7	3%	N=9	100%	N=323

Table 7: Question 4 without "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	82%	N=265	16%	N=53	1%	N=3	0%	N=1	0%	N=0	100%	N=322
In Scottsdale's downtown/commercial area during the day	59%	N=178	33%	N=101	5%	N=14	3%	N=8	0%	N=0	100%	N=301
From property crime	40%	N=126	45%	N=143	7%	N=22	6%	N=19	2%	N=7	100%	N=317
From violent crime	57%	N=182	34%	N=108	5%	N=16	2%	N=6	2%	N=7	100%	N=320
From fire, flood, or other natural disaster	60%	N=193	31%	N=98	6%	N=18	2%	N=6	2%	N=5	100%	N=320

Table 8: Question 4 with "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	81%	N=265	16%	N=53	1%	N=3	0%	N=1	0%	N=0	2%	N=6	100%	N=328

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In Scottsdale's downtown/commercial area during the day	55%	N=178	31%	N=101	4%	N=14	3%	N=8	0%	N=0	8%	N=25	100%	N=326
From property crime	39%	N=126	44%	N=143	7%	N=22	6%	N=19	2%	N=7	2%	N=7	100%	N=324
From violent crime	56%	N=182	33%	N=108	5%	N=16	2%	N=6	2%	N=7	2%	N=7	100%	N=326
From fire, flood, or other natural disaster	59%	N=193	30%	N=98	5%	N=18	2%	N=6	2%	N=5	1%	N=5	100%	N=325

Table 9: Question 5 without "don't know" responses

Please rate the job you feel the Scottsdale community does at each of the following.	Excellent		Good		Fair		Poor		Total	
Making all residents feel welcome	33%	N=95	47%	N=134	16%	N=46	4%	N=11	100%	N=286
Attracting people from diverse backgrounds	27%	N=72	34%	N=89	25%	N=65	14%	N=38	100%	N=263
Valuing/respecting residents from diverse backgrounds	32%	N=82	35%	N=90	21%	N=54	11%	N=29	100%	N=254
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	27%	N=67	35%	N=87	28%	N=69	10%	N=25	100%	N=248

Table 10: Question 5 with "don't know" responses

Please rate the job you feel the Scottsdale community does at each of the following.	Excellent		Good		Fair		Poor		Don't know		Total	
Making all residents feel welcome	29%	N=95	41%	N=134	14%	N=46	3%	N=11	12%	N=37	100%	N=324
Attracting people from diverse backgrounds	22%	N=72	28%	N=89	20%	N=65	12%	N=38	18%	N=58	100%	N=321
Valuing/respecting residents from diverse backgrounds	26%	N=82	28%	N=90	17%	N=54	9%	N=29	21%	N=66	100%	N=320
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	21%	N=67	27%	N=87	21%	N=69	8%	N=25	23%	N=76	100%	N=324

Table 11: Question 6 without "don't know" responses

Please rate each of the following in the Scottsdale community.	Excellent		Good		Fair		Poor		Total	
Overall quality of business and service establishments in Scottsdale	48%	N=155	46%	N=148	4%	N=12	2%	N=5	100%	N=319
Variety of business and service establishments in Scottsdale	48%	N=155	41%	N=132	9%	N=28	2%	N=5	100%	N=320
Vibrancy of downtown/commercial area	39%	N=117	51%	N=152	7%	N=21	3%	N=8	100%	N=299
Employment opportunities	22%	N=52	53%	N=128	18%	N=44	7%	N=18	100%	N=242
Shopping opportunities	60%	N=192	35%	N=112	3%	N=11	2%	N=6	100%	N=321

Please rate each of the following in the Scottsdale community.	Excellent		Good		Fair		Poor		Total	
Cost of living in Scottsdale	7%	N=23	40%	N=130	36%	N=119	17%	N=54	100%	N=325
Overall image or reputation of Scottsdale	57%	N=185	37%	N=121	6%	N=19	0%	N=0	100%	N=326

Table 12: Question 6 with "don't know" responses

Please rate each of the following in the Scottsdale community.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall quality of business and service establishments in Scottsdale	48%	N=155	46%	N=148	4%	N=12	2%	N=5	1%	N=4	100%	N=323
Variety of business and service establishments in Scottsdale	48%	N=155	41%	N=132	9%	N=28	2%	N=5	1%	N=4	100%	N=323
Vibrancy of downtown/commercial area	36%	N=117	47%	N=152	7%	N=21	3%	N=8	8%	N=25	100%	N=324
Employment opportunities	16%	N=52	39%	N=128	13%	N=44	6%	N=18	25%	N=83	100%	N=325
Shopping opportunities	59%	N=192	35%	N=112	3%	N=11	2%	N=6	1%	N=3	100%	N=323
Cost of living in Scottsdale	7%	N=23	40%	N=130	36%	N=119	17%	N=54	0%	N=0	100%	N=326
Overall image or reputation of Scottsdale	57%	N=185	37%	N=121	6%	N=19	0%	N=0	0%	N=1	100%	N=327

Table 13: Question 7 without "don't know" responses

Please also rate each of the following in the Scottsdale community.	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	12%	N=39	54%	N=173	25%	N=81	8%	N=26	100%	N=319
Ease of public parking	15%	N=47	53%	N=169	27%	N=85	5%	N=16	100%	N=316
Ease of travel by car in Scottsdale	31%	N=99	53%	N=169	12%	N=40	4%	N=12	100%	N=320
Ease of travel by public transportation in Scottsdale	12%	N=21	25%	N=42	35%	N=61	28%	N=48	100%	N=173
Ease of travel by bicycle in Scottsdale	23%	N=49	46%	N=100	26%	N=57	5%	N=11	100%	N=216
Ease of walking in Scottsdale	34%	N=105	42%	N=127	20%	N=60	4%	N=13	100%	N=305
Well-planned residential growth	28%	N=75	37%	N=100	21%	N=59	14%	N=39	100%	N=274
Well-planned commercial growth	22%	N=58	40%	N=103	25%	N=65	13%	N=34	100%	N=261
Well-designed neighborhoods	34%	N=101	43%	N=127	18%	N=52	5%	N=13	100%	N=294
Preservation of the historical or cultural character of the community	28%	N=80	45%	N=129	16%	N=45	10%	N=29	100%	N=283
Public places where people want to spend time	38%	N=116	45%	N=138	16%	N=47	1%	N=4	100%	N=305
Variety of housing options	28%	N=81	36%	N=105	28%	N=79	8%	N=23	100%	N=289

Please also rate each of the following in the Scottsdale community.	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality housing	12%	N=32	20%	N=54	43%	N=117	26%	N=70	100%	N=273
Overall quality of new development in Scottsdale	26%	N=77	42%	N=123	22%	N=64	10%	N=31	100%	N=295
Overall appearance of Scottsdale	50%	N=162	38%	N=123	10%	N=32	2%	N=7	100%	N=324
Cleanliness of Scottsdale	51%	N=164	40%	N=129	8%	N=27	1%	N=3	100%	N=323
Water resources (beaches, lakes, ponds, riverways, etc.)	26%	N=73	39%	N=111	26%	N=74	9%	N=25	100%	N=283
Air quality	20%	N=65	42%	N=135	28%	N=90	9%	N=30	100%	N=319
Availability of paths and walking trails	52%	N=159	33%	N=101	12%	N=37	2%	N=7	100%	N=303
Fitness opportunities (including exercise classes and paths or trails, etc.)	52%	N=157	35%	N=108	10%	N=30	3%	N=9	100%	N=304
Recreational opportunities	47%	N=140	39%	N=117	12%	N=35	2%	N=5	100%	N=297
Availability of affordable quality food	39%	N=124	40%	N=127	17%	N=54	5%	N=15	100%	N=320
Availability of affordable quality health care	37%	N=108	41%	N=122	13%	N=38	9%	N=26	100%	N=295
Availability of preventive health services	42%	N=117	43%	N=119	11%	N=30	5%	N=13	100%	N=278
Availability of affordable quality mental health care	28%	N=50	38%	N=69	22%	N=40	13%	N=23	100%	N=181
Opportunities to attend cultural/arts/music activities	42%	N=128	41%	N=125	15%	N=47	3%	N=8	100%	N=308
Community support for the arts	42%	N=114	42%	N=116	13%	N=36	3%	N=8	100%	N=274
Availability of affordable quality childcare/preschool	29%	N=33	30%	N=34	28%	N=31	13%	N=15	100%	N=113
K-12 education	30%	N=56	40%	N=75	25%	N=47	6%	N=12	100%	N=189
Adult educational opportunities	30%	N=59	43%	N=85	23%	N=46	4%	N=7	100%	N=198
Sense of civic/community pride	28%	N=82	47%	N=138	20%	N=58	5%	N=16	100%	N=294
Neighborliness of residents in Scottsdale	20%	N=61	43%	N=132	30%	N=92	7%	N=22	100%	N=307
Opportunities to participate in social events and activities	29%	N=86	47%	N=136	18%	N=52	6%	N=18	100%	N=290
Opportunities to attend special events and festivals	34%	N=100	45%	N=133	16%	N=48	5%	N=14	100%	N=295
Opportunities to volunteer	31%	N=82	49%	N=128	14%	N=36	6%	N=15	100%	N=261
Opportunities to participate in community matters	25%	N=60	45%	N=109	22%	N=53	8%	N=20	100%	N=243
Openness and acceptance of the community toward people of diverse backgrounds	27%	N=68	38%	N=96	21%	N=53	15%	N=37	100%	N=254

Table 14: Question 7 with "don't know" responses

Please also rate each of the following in the Scottsdale community.	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	12%	N=39	54%	N=173	25%	N=81	8%	N=26	0%	N=2	100%	N=321
Ease of public parking	14%	N=47	52%	N=169	26%	N=85	5%	N=16	2%	N=7	100%	N=323
Ease of travel by car in Scottsdale	31%	N=99	52%	N=169	12%	N=40	4%	N=12	1%	N=2	100%	N=322
Ease of travel by public transportation in Scottsdale	7%	N=21	13%	N=42	19%	N=61	15%	N=48	46%	N=144	100%	N=317
Ease of travel by bicycle in Scottsdale	16%	N=49	31%	N=100	18%	N=57	3%	N=11	32%	N=101	100%	N=317
Ease of walking in Scottsdale	33%	N=105	40%	N=127	19%	N=60	4%	N=13	5%	N=15	100%	N=320
Well-planned residential growth	24%	N=75	32%	N=100	19%	N=59	12%	N=39	13%	N=43	100%	N=316
Well-planned commercial growth	18%	N=58	32%	N=103	20%	N=65	11%	N=34	19%	N=59	100%	N=320
Well-designed neighborhoods	32%	N=101	40%	N=127	17%	N=52	4%	N=13	7%	N=22	100%	N=315
Preservation of the historical or cultural character of the community	25%	N=80	40%	N=129	14%	N=45	9%	N=29	11%	N=35	100%	N=318
Public places where people want to spend time	36%	N=116	43%	N=138	15%	N=47	1%	N=4	4%	N=13	100%	N=318
Variety of housing options	26%	N=81	33%	N=105	25%	N=79	7%	N=23	9%	N=30	100%	N=318
Availability of affordable quality housing	10%	N=32	17%	N=54	37%	N=117	22%	N=70	14%	N=46	100%	N=319
Overall quality of new development in Scottsdale	24%	N=77	39%	N=123	20%	N=64	10%	N=31	8%	N=24	100%	N=320
Overall appearance of Scottsdale	50%	N=162	38%	N=123	10%	N=32	2%	N=7	0%	N=0	100%	N=324
Cleanliness of Scottsdale	51%	N=164	40%	N=129	8%	N=27	1%	N=3	0%	N=0	100%	N=323
Water resources (beaches, lakes, ponds, riverways, etc.)	23%	N=73	35%	N=111	23%	N=74	8%	N=25	12%	N=38	100%	N=321
Air quality	20%	N=65	42%	N=135	28%	N=90	9%	N=30	1%	N=2	100%	N=322
Availability of paths and walking trails	50%	N=159	32%	N=101	12%	N=37	2%	N=7	4%	N=13	100%	N=316
Fitness opportunities (including exercise classes and paths or trails, etc.)	49%	N=157	34%	N=108	9%	N=30	3%	N=9	5%	N=16	100%	N=320
Recreational opportunities	44%	N=140	36%	N=117	11%	N=35	2%	N=5	7%	N=23	100%	N=321
Availability of affordable quality food	39%	N=124	40%	N=127	17%	N=54	5%	N=15	0%	N=0	100%	N=321
Availability of affordable quality health care	33%	N=108	38%	N=122	12%	N=38	8%	N=26	9%	N=28	100%	N=323
Availability of preventive health services	36%	N=117	37%	N=119	9%	N=30	4%	N=13	14%	N=45	100%	N=324
Availability of affordable quality mental health care	16%	N=50	22%	N=69	12%	N=40	7%	N=23	43%	N=137	100%	N=318

Please also rate each of the following in the Scottsdale community.	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to attend cultural/arts/music activities	41%	N=128	40%	N=125	15%	N=47	3%	N=8	2%	N=8	100%	N=316
Community support for the arts	36%	N=114	37%	N=116	11%	N=36	2%	N=8	14%	N=44	100%	N=318
Availability of affordable quality childcare/preschool	10%	N=33	11%	N=34	10%	N=31	5%	N=15	64%	N=202	100%	N=316
K-12 education	18%	N=56	24%	N=75	15%	N=47	4%	N=12	40%	N=127	100%	N=316
Adult educational opportunities	19%	N=59	27%	N=85	14%	N=46	2%	N=7	38%	N=119	100%	N=317
Sense of civic/community pride	26%	N=82	43%	N=138	18%	N=58	5%	N=16	8%	N=25	100%	N=319
Neighborliness of residents in Scottsdale	19%	N=61	42%	N=132	29%	N=92	7%	N=22	3%	N=10	100%	N=317
Opportunities to participate in social events and activities	27%	N=86	43%	N=136	16%	N=52	5%	N=18	9%	N=29	100%	N=319
Opportunities to attend special events and festivals	31%	N=100	42%	N=133	15%	N=48	4%	N=14	8%	N=24	100%	N=319
Opportunities to volunteer	26%	N=82	40%	N=128	11%	N=36	5%	N=15	18%	N=58	100%	N=319
Opportunities to participate in community matters	19%	N=60	35%	N=109	17%	N=53	6%	N=20	23%	N=74	100%	N=316
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=68	30%	N=96	17%	N=53	12%	N=37	19%	N=61	100%	N=315

Table 15: Question 8

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Contacted the City of Scottsdale (in-person, phone, email, or web) for help or information	50%	N=163	50%	N=160	100%	N=323
Contacted Scottsdale elected officials (in-person, phone, email, or web) to express your opinion	82%	N=264	18%	N=59	100%	N=323
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	82%	N=264	18%	N=57	100%	N=321
Watched (online or on television) a local public meeting	71%	N=229	29%	N=92	100%	N=321
Volunteered your time to some group/activity in Scottsdale	72%	N=231	28%	N=91	100%	N=323
Campaigned or advocated for a local issue, cause, or candidate	78%	N=254	22%	N=70	100%	N=323
Voted in your most recent local election	14%	N=46	86%	N=278	100%	N=324
Used bus, rail, subway, or other public transportation instead of driving	87%	N=283	13%	N=42	100%	N=324
Carpooled with other adults or children instead of driving alone	69%	N=222	31%	N=101	100%	N=324
Walked or biked instead of driving	41%	N=132	59%	N=192	100%	N=323

Table 16: Question 9 without "don't know" responses

Please rate the quality of each of the following services in Scottsdale.	Excellent		Good		Fair		Poor		Total	
Public information services	24%	N=60	59%	N=151	16%	N=42	1%	N=3	100%	N=255
Economic development	25%	N=60	56%	N=134	17%	N=42	2%	N=6	100%	N=242
Traffic enforcement	22%	N=62	52%	N=146	17%	N=47	10%	N=28	100%	N=283
Traffic signal timing	14%	N=45	46%	N=146	29%	N=93	11%	N=34	100%	N=318
Street repair	16%	N=53	53%	N=172	24%	N=77	7%	N=21	100%	N=323
Street cleaning	33%	N=104	48%	N=151	15%	N=48	4%	N=11	100%	N=314
Street lighting	28%	N=90	54%	N=172	13%	N=41	5%	N=15	100%	N=317
Sidewalk maintenance	27%	N=82	52%	N=158	17%	N=50	5%	N=14	100%	N=304
Bus or transit services	20%	N=32	42%	N=68	21%	N=34	16%	N=26	100%	N=159
Land use, planning and zoning	18%	N=43	42%	N=101	26%	N=61	14%	N=34	100%	N=239
Code enforcement (weeds, abandoned buildings, etc.)	26%	N=62	41%	N=98	20%	N=48	13%	N=32	100%	N=240
Affordable high-speed internet access	22%	N=65	37%	N=108	26%	N=75	16%	N=47	100%	N=295
Garbage collection	51%	N=160	41%	N=129	7%	N=22	2%	N=6	100%	N=316
Drinking water	32%	N=99	38%	N=118	20%	N=63	11%	N=34	100%	N=313
Sewer services	40%	N=119	47%	N=140	11%	N=33	1%	N=3	100%	N=295
Storm water management (storm drainage, dams, levees, etc.)	37%	N=102	47%	N=131	14%	N=38	2%	N=7	100%	N=278
Power (electric and/or gas) utility	35%	N=112	43%	N=135	20%	N=65	2%	N=6	100%	N=318
Utility billing	31%	N=96	41%	N=127	22%	N=68	5%	N=15	100%	N=307
Police services	41%	N=118	44%	N=128	12%	N=35	2%	N=7	100%	N=289
Crime prevention	35%	N=97	47%	N=131	16%	N=45	3%	N=8	100%	N=281
Animal control	36%	N=84	50%	N=116	11%	N=25	3%	N=7	100%	N=233
Ambulance or emergency medical services	51%	N=121	44%	N=105	4%	N=10	0%	N=0	100%	N=236
Fire services	56%	N=145	40%	N=103	4%	N=9	0%	N=0	100%	N=258
Fire prevention and education	43%	N=85	46%	N=91	8%	N=15	3%	N=6	100%	N=196

Please rate the quality of each of the following services in Scottsdale.	Excellent		Good		Fair		Poor		Total	
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	30%	N=55	46%	N=84	13%	N=24	12%	N=22	100%	N=185
Preservation of natural areas (open space, farmlands, and greenbelts)	42%	N=123	36%	N=104	11%	N=33	10%	N=29	100%	N=288
Scottsdale open space	42%	N=122	33%	N=96	17%	N=49	9%	N=26	100%	N=293
Recycling	34%	N=103	46%	N=138	11%	N=33	9%	N=29	100%	N=302
Yard waste pick-up	45%	N=108	41%	N=98	10%	N=24	3%	N=8	100%	N=238
City parks	41%	N=120	52%	N=152	7%	N=22	0%	N=1	100%	N=294
Recreation programs or classes	33%	N=67	55%	N=112	11%	N=22	1%	N=1	100%	N=202
Recreation centers or facilities	37%	N=75	52%	N=107	11%	N=23	0%	N=0	100%	N=205
Health services	36%	N=87	50%	N=122	7%	N=16	7%	N=18	100%	N=243
Public library services	53%	N=132	41%	N=102	5%	N=12	0%	N=1	100%	N=247
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	39%	N=98	45%	N=115	14%	N=35	2%	N=6	100%	N=253
Water services provided by the Scottsdale Water Department	39%	N=108	46%	N=128	14%	N=38	2%	N=5	100%	N=280

Table 17: Question 9 with "don't know" responses

Please rate the quality of each of the following services in Scottsdale.	Excellent		Good		Fair		Poor		Don't know		Total	
Public information services	19%	N=60	47%	N=151	13%	N=42	1%	N=3	20%	N=62	100%	N=318
Economic development	19%	N=60	43%	N=134	13%	N=42	2%	N=6	23%	N=72	100%	N=314
Traffic enforcement	20%	N=62	47%	N=146	15%	N=47	9%	N=28	9%	N=28	100%	N=312
Traffic signal timing	14%	N=45	45%	N=146	29%	N=93	11%	N=34	1%	N=5	100%	N=323
Street repair	16%	N=53	53%	N=172	24%	N=77	7%	N=21	0%	N=0	100%	N=323
Street cleaning	32%	N=104	47%	N=151	15%	N=48	4%	N=11	2%	N=7	100%	N=321
Street lighting	28%	N=90	54%	N=172	13%	N=41	5%	N=15	1%	N=3	100%	N=321
Sidewalk maintenance	25%	N=82	49%	N=158	16%	N=50	4%	N=14	5%	N=17	100%	N=321
Bus or transit services	10%	N=32	21%	N=68	11%	N=34	8%	N=26	50%	N=162	100%	N=322
Land use, planning and zoning	13%	N=43	31%	N=101	19%	N=61	11%	N=34	25%	N=82	100%	N=321
Code enforcement (weeds, abandoned buildings, etc.)	20%	N=62	31%	N=98	15%	N=48	10%	N=32	24%	N=78	100%	N=318

Please rate the quality of each of the following services in Scottsdale.	Excellent		Good		Fair		Poor		Don't know		Total	
Affordable high-speed internet access	20%	N=65	34%	N=108	24%	N=75	15%	N=47	8%	N=26	100%	N=321
Garbage collection	49%	N=160	40%	N=129	7%	N=22	2%	N=6	3%	N=9	100%	N=325
Drinking water	31%	N=99	37%	N=118	20%	N=63	11%	N=34	2%	N=5	100%	N=318
Sewer services	37%	N=119	44%	N=140	10%	N=33	1%	N=3	7%	N=23	100%	N=318
Storm water management (storm drainage, dams, levees, etc.)	32%	N=102	41%	N=131	12%	N=38	2%	N=7	14%	N=44	100%	N=322
Power (electric and/or gas) utility	35%	N=112	42%	N=135	20%	N=65	2%	N=6	1%	N=4	100%	N=322
Utility billing	30%	N=96	39%	N=127	21%	N=68	5%	N=15	5%	N=16	100%	N=323
Police services	37%	N=118	40%	N=128	11%	N=35	2%	N=7	10%	N=33	100%	N=321
Crime prevention	30%	N=97	41%	N=131	14%	N=45	2%	N=8	13%	N=41	100%	N=321
Animal control	26%	N=84	36%	N=116	8%	N=25	2%	N=7	28%	N=90	100%	N=323
Ambulance or emergency medical services	38%	N=121	33%	N=105	3%	N=10	0%	N=0	27%	N=85	100%	N=321
Fire services	45%	N=145	32%	N=103	3%	N=9	0%	N=0	20%	N=63	100%	N=321
Fire prevention and education	26%	N=85	28%	N=91	5%	N=15	2%	N=6	39%	N=124	100%	N=321
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=55	26%	N=84	8%	N=24	7%	N=22	42%	N=134	100%	N=319
Preservation of natural areas (open space, farmlands, and greenbelts)	39%	N=123	33%	N=104	10%	N=33	9%	N=29	9%	N=29	100%	N=318
Scottsdale open space	38%	N=122	30%	N=96	16%	N=49	8%	N=26	8%	N=25	100%	N=319
Recycling	32%	N=103	43%	N=138	10%	N=33	9%	N=29	5%	N=17	100%	N=319
Yard waste pick-up	33%	N=108	31%	N=98	8%	N=24	3%	N=8	26%	N=83	100%	N=322
City parks	37%	N=120	47%	N=152	7%	N=22	0%	N=1	8%	N=25	100%	N=320
Recreation programs or classes	21%	N=67	35%	N=112	7%	N=22	0%	N=1	37%	N=117	100%	N=319
Recreation centers or facilities	24%	N=75	34%	N=107	7%	N=23	0%	N=0	34%	N=108	100%	N=313
Health services	27%	N=87	38%	N=122	5%	N=16	6%	N=18	24%	N=76	100%	N=319
Public library services	42%	N=132	32%	N=102	4%	N=12	0%	N=1	22%	N=69	100%	N=316
Overall customer service by Scottsdale employees (police, receptionists, planners, etc.)	31%	N=98	36%	N=115	11%	N=35	2%	N=6	20%	N=64	100%	N=318
Water services provided by the Scottsdale Water Department	34%	N=108	41%	N=128	12%	N=38	2%	N=5	11%	N=36	100%	N=315

Table 18: Question 10 without "don't know" responses

Please rate the following categories of Scottsdale government performance.	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Scottsdale	21%	N=61	51%	N=146	23%	N=67	4%	N=11	100%	N=286
The overall direction that Scottsdale is taking	17%	N=50	48%	N=140	27%	N=78	8%	N=22	100%	N=290
The job Scottsdale government does at welcoming resident involvement	15%	N=32	47%	N=101	24%	N=52	14%	N=29	100%	N=214
Overall confidence in Scottsdale government	16%	N=45	45%	N=129	30%	N=86	9%	N=27	100%	N=286
Generally acting in the best interest of the community	18%	N=49	47%	N=131	22%	N=61	13%	N=35	100%	N=276
Being honest	18%	N=44	41%	N=101	23%	N=58	18%	N=46	100%	N=249
Being open and transparent to the public	14%	N=35	40%	N=101	21%	N=52	25%	N=64	100%	N=253
Informing residents about issues facing the community	18%	N=52	35%	N=99	25%	N=71	21%	N=59	100%	N=280
Treating all residents fairly	22%	N=50	41%	N=94	18%	N=40	19%	N=42	100%	N=227
Treating residents with respect	26%	N=64	47%	N=114	18%	N=44	9%	N=23	100%	N=244
Law enforcement treating all residents fairly	30%	N=72	46%	N=108	10%	N=23	15%	N=35	100%	N=237

Table 19: Question 10 with "don't know" responses

Please rate the following categories of Scottsdale government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Scottsdale	19%	N=61	45%	N=146	21%	N=67	4%	N=11	11%	N=36	100%	N=322
The overall direction that Scottsdale is taking	16%	N=50	44%	N=140	24%	N=78	7%	N=22	9%	N=30	100%	N=320
The job Scottsdale government does at welcoming resident involvement	10%	N=32	31%	N=101	16%	N=52	9%	N=29	33%	N=106	100%	N=320
Overall confidence in Scottsdale government	14%	N=45	40%	N=129	27%	N=86	8%	N=27	11%	N=35	100%	N=321
Generally acting in the best interest of the community	15%	N=49	41%	N=131	19%	N=61	11%	N=35	13%	N=43	100%	N=319
Being honest	14%	N=44	32%	N=101	18%	N=58	14%	N=46	22%	N=69	100%	N=318
Being open and transparent to the public	11%	N=35	32%	N=101	16%	N=52	20%	N=64	21%	N=67	100%	N=320
Informing residents about issues facing the community	16%	N=52	31%	N=99	22%	N=71	19%	N=59	12%	N=38	100%	N=319
Treating all residents fairly	16%	N=50	29%	N=94	13%	N=40	13%	N=42	29%	N=94	100%	N=320
Treating residents with respect	20%	N=64	36%	N=114	14%	N=44	7%	N=23	22%	N=70	100%	N=315
Law enforcement treating all residents fairly	22%	N=72	34%	N=108	7%	N=23	11%	N=35	26%	N=83	100%	N=320

Table 20: Question 11 without "don't know" responses

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Scottsdale	31%	N=94	48%	N=147	19%	N=58	2%	N=6	100%	N=305
The Federal Government	4%	N=11	41%	N=119	36%	N=104	18%	N=52	100%	N=287

Table 21: Question 11 with "don't know" responses

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Scottsdale	29%	N=94	45%	N=147	18%	N=58	2%	N=6	6%	N=19	100%	N=324
The Federal Government	4%	N=11	37%	N=119	32%	N=104	16%	N=52	11%	N=36	100%	N=323

Table 22: Question 12

Please rate how important, if at all, you think it is for the Scottsdale community to focus on each of the following in the coming two years.	Essential		Very important		Somewhat important		Not at all important		Total	
Overall economic health of Scottsdale	59%	N=186	35%	N=109	6%	N=20	0%	N=0	100%	N=314
Overall quality of the transportation system (auto, bicycle, foot, bus) in Scottsdale	29%	N=94	45%	N=144	22%	N=70	4%	N=12	100%	N=319
Overall design or layout of Scottsdale's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	41%	N=130	38%	N=123	21%	N=68	0%	N=0	100%	N=321
Overall quality of the utility infrastructure in Scottsdale (water, sewer, storm water, electric, gas)	62%	N=195	29%	N=93	7%	N=23	2%	N=5	100%	N=317
Overall feeling of safety in Scottsdale	66%	N=210	27%	N=86	6%	N=18	2%	N=5	100%	N=319
Overall quality of natural environment in Scottsdale	48%	N=152	41%	N=131	9%	N=30	2%	N=6	100%	N=319
Overall quality of parks and recreation opportunities	31%	N=98	56%	N=180	11%	N=34	2%	N=7	100%	N=319
Overall health and wellness opportunities in Scottsdale	43%	N=139	40%	N=127	14%	N=44	3%	N=10	100%	N=320
Overall opportunities for education, culture, and the arts	35%	N=112	40%	N=127	22%	N=70	3%	N=10	100%	N=320
Residents' connection and engagement with their community	22%	N=71	47%	N=150	25%	N=80	6%	N=18	100%	N=319

Table 23: Question 13 without "don't know" responses

We know the COVID-19 pandemic is challenging in many ways. Please rate how much of a problem, if at all, the following are for your household CURRENTLY.	Major problem		Moderate problem		Minor problem		Not a problem		Total	
Loss of employment income	13%	N=42	11%	N=34	13%	N=41	64%	N=204	100%	N=321
Trouble paying for food or housing	8%	N=25	9%	N=28	7%	N=22	77%	N=247	100%	N=322
Feeling alone/isolated, not being able to socialize with people	16%	N=52	24%	N=77	29%	N=92	31%	N=99	100%	N=320
Not knowing when pandemic will end/not feeling in control	23%	N=75	29%	N=92	26%	N=83	22%	N=71	100%	N=322
Lack of technology to perform online work	5%	N=14	8%	N=25	8%	N=24	79%	N=246	100%	N=310
Lack of technology to perform online schooling	7%	N=17	7%	N=18	7%	N=17	79%	N=196	100%	N=247
Helping my children with online schooling	12%	N=24	4%	N=8	9%	N=17	74%	N=144	100%	N=194
Lack of child care/supervision	8%	N=16	11%	N=21	6%	N=12	75%	N=146	100%	N=194

Table 24: Question 13 with "don't know" responses

We know the COVID-19 pandemic is challenging in many ways. Please rate how much of a problem, if at all, the following are for your household CURRENTLY.	Major problem		Moderate problem		Minor problem		Not a problem		Don't know		Total	
Loss of employment income	13%	N=42	11%	N=34	13%	N=41	63%	N=204	0%	N=1	100%	N=322
Trouble paying for food or housing	8%	N=25	9%	N=28	7%	N=22	77%	N=247	0%	N=1	100%	N=322
Feeling alone/isolated, not being able to socialize with people	16%	N=52	24%	N=77	29%	N=92	31%	N=99	0%	N=1	100%	N=321
Not knowing when pandemic will end/not feeling in control	23%	N=75	29%	N=92	26%	N=83	22%	N=71	0%	N=1	100%	N=323
Lack of technology to perform online work	4%	N=14	8%	N=25	8%	N=24	77%	N=246	3%	N=10	100%	N=320
Lack of technology to perform online schooling	5%	N=17	6%	N=18	5%	N=17	61%	N=196	22%	N=71	100%	N=319
Helping my children with online schooling	8%	N=24	3%	N=8	5%	N=17	45%	N=144	39%	N=126	100%	N=320
Lack of child care/supervision	5%	N=16	6%	N=21	4%	N=12	46%	N=146	39%	N=124	100%	N=318

Table 25: Question 14

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not a source		Total	
Scottsdale Update utility bill newsletter	16%	N=53	37%	N=119	47%	N=153	100%	N=324

Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:	Major source		Minor source		Not a source		Total	
Scottsdale Life (Parks, Recreation, Library and Human Services newsletter)	14%	N=44	39%	N=125	48%	N=154	100%	N=323
City website (ScottsdaleAZ.gov)	36%	N=116	37%	N=120	27%	N=85	100%	N=321
Scottsdale Update weekly email newsletter (or other City email newsletters)	14%	N=44	28%	N=89	58%	N=181	100%	N=314
City Cable Channel 11 or Scottsdale Video Network	5%	N=17	20%	N=65	74%	N=235	100%	N=317
Local newspapers, television or radio news	43%	N=139	33%	N=106	24%	N=78	100%	N=323
Social media (e.g., Facebook, Twitter, Nextdoor, You Tube, etc.)	23%	N=73	40%	N=128	37%	N=120	100%	N=321
Word of mouth	22%	N=70	54%	N=173	25%	N=79	100%	N=322

Table 26: Question 15 without "don't know" responses

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Total	
The City should do more to promote water conservation	33%	N=101	31%	N=96	28%	N=85	5%	N=16	3%	N=8	100%	N=305
My household could do more to conserve water	14%	N=44	35%	N=110	23%	N=72	16%	N=49	12%	N=39	100%	N=314
My neighbors could do more to conserve water	19%	N=44	36%	N=84	32%	N=75	9%	N=22	5%	N=12	100%	N=237

Table 27: Question 15 with "don't know" responses

To what extent do you agree or disagree with each of the following statements?	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
The City should do more to promote water conservation	32%	N=101	30%	N=96	27%	N=85	5%	N=16	2%	N=8	5%	N=15	100%	N=320
My household could do more to conserve water	14%	N=44	34%	N=110	23%	N=72	15%	N=49	12%	N=39	2%	N=7	100%	N=320
My neighbors could do more to conserve water	14%	N=44	27%	N=84	24%	N=75	7%	N=22	4%	N=12	25%	N=78	100%	N=315

Table 28: Question D1 without "don't know" responses

Thinking about a typical week, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Total	
Access the internet from your home using a computer, laptop, or tablet computer	88%	N=284	5%	N=16	4%	N=14	0%	N=1	3%	N=9	100%	N=324
Access the internet from your cell phone	82%	N=264	5%	N=17	5%	N=15	1%	N=3	7%	N=24	100%	N=322
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	47%	N=152	10%	N=34	10%	N=32	3%	N=10	29%	N=94	100%	N=323
Use or check email	79%	N=254	14%	N=46	4%	N=12	1%	N=4	2%	N=7	100%	N=323
Share your opinions online	11%	N=34	3%	N=8	12%	N=38	14%	N=44	61%	N=191	100%	N=316
Shop online	16%	N=50	14%	N=44	39%	N=125	21%	N=68	11%	N=34	100%	N=320

Table 29: Question D1 with "don't know" responses

Thinking about a typical week, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Don't know		Total	
Access the internet from your home using a computer, laptop, or tablet computer	87%	N=284	5%	N=16	4%	N=14	0%	N=1	3%	N=9	0%	N=0	100%	N=325
Access the internet from your cell phone	82%	N=264	5%	N=17	5%	N=15	1%	N=3	7%	N=24	0%	N=1	100%	N=324
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	47%	N=152	10%	N=34	10%	N=32	3%	N=10	29%	N=94	0%	N=1	100%	N=324
Use or check email	78%	N=254	14%	N=46	4%	N=12	1%	N=4	2%	N=7	0%	N=0	100%	N=324
Share your opinions online	11%	N=34	3%	N=8	12%	N=38	14%	N=44	59%	N=191	2%	N=7	100%	N=322
Shop online	16%	N=50	14%	N=44	39%	N=125	21%	N=68	10%	N=34	0%	N=1	100%	N=321

Table 30: Question D2

Please rate your overall health.	Percent	Number
Excellent	39%	N=125
Very good	39%	N=124
Good	16%	N=52
Fair	4%	N=13
Poor	2%	N=7
Total	100%	N=321

Table 31: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	4%	N=14
Somewhat positive	21%	N=70
Neutral	46%	N=152
Somewhat negative	23%	N=75
Very negative	5%	N=17
Total	100%	N=327

Table 32: Question D4

How many years have you lived in Scottsdale?	Percent	Number
Less than 2 years	15%	N=49
2 to 5 years	20%	N=67
6 to 10 years	16%	N=52
11 to 20 years	16%	N=51
More than 20 years	33%	N=109
Total	100%	N=328

Table 33: Question D5

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	60%	N=198
Building with two or more homes (duplex, townhome, apartment or condominium)	37%	N=122
Mobile home	0%	N=0
Other	2%	N=7
Total	100%	N=327

Table 34: Question D6

Do you rent or own your home?	Percent	Number
Rent	32%	N=106
Own	68%	N=221
Total	100%	N=327

Table 35: Question D7

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $500 per month	4%	N=12
$500 to $999 per month	11%	N=35
$1,000 to $1,499 per month	18%	N=56
$1,500 to $1,999 per month	24%	N=75
$2,000 to $2,499 per month	19%	N=60
$2,500 to $2,999 per month	7%	N=22
$3,000 to $3,499 per month	3%	N=11
$3,500 or more per month	14%	N=44
Total	100%	N=314

Table 36: Question D8

Do any children 17 or under live in your household?	Percent	Number
No	79%	N=255
Yes	21%	N=66
Total	100%	N=321

Table 37: Question D9

Are you or any other members of your household aged 65 or older?	Percent	Number
No	58%	N=188
Yes	42%	N=135
Total	100%	N=322

Table 38: Question D10

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	10%	N=31
$25,000 to $49,999	13%	N=38
$50,000 to $74,999	13%	N=40
$75,000 to $99,999	11%	N=32
$100,000 to $149,999	21%	N=63
$150,000 or more	33%	N=100
Total	100%	N=305

Table 39: Question D11

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	92%	N=299
Yes, I consider myself to be Spanish, Hispanic or Latino	8%	N=25
Total	100%	N=323

Table 40: Question D12

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	3%	N=9
Asian, Asian Indian, or Pacific Islander	4%	N=12
Black or African American	0%	N=0
White	94%	N=303
Other	3%	N=8

Total may exceed 100% as respondents could select more than one option.

Table 41: Question D13

In which category is your age?	Percent	Number
18 to 24 years	5%	N=15
25 to 34 years	11%	N=35
35 to 44 years	7%	N=21
45 to 54 years	28%	N=92
55 to 64 years	16%	N=51
65 to 74 years	13%	N=44
75 years or older	20%	N=65
Total	100%	N=323

Table 42: Question D14

What is your gender?	Percent	Number
Female	57%	N=186
Male	43%	N=142
Identify in another way	0%	N=0
Total	100%	N=328

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Scottsdale chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Scottsdale's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Scottsdale's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Scottsdale's rating to the benchmark.

In that final column, Scottsdale's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Scottsdale residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Scottsdale's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Scottsdale's average rating was more than 20 points different when compared to the benchmark.

Benchmark Database Characteristics	
Region	**Percent**
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	**Percent**
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 43: Quality of Life

Quality of Life Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall image or reputation of Scottsdale	94%	11	336	Much higher
The overall quality of life in Scottsdale	97%	18	396	Higher
Scottsdale as a place to live	96%	30	359	Higher
Recommend living in Scottsdale to someone who asks	97%	12	285	Higher
Remain in Scottsdale for the next five years	96%	2	278	Higher

Table 44: Governance

Governance Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall confidence in Scottsdale government	61%	Similar	Similar	Similar
The overall direction that Scottsdale is taking	65%	Similar	Similar	Similar
The value of services for the taxes paid to Scottsdale	73%	Higher	Higher	Higher
Generally acting in the best interest of the community	65%	Similar	Similar	Similar
Being honest	58%	Similar	Similar	Similar
Being open and transparent to the public	54%	Similar	Similar	Similar
Informing residents about issues facing the community	54%	Similar	Similar	Similar
The job Scottsdale government does at welcoming resident involvement	62%	Similar	Similar	Similar
Treating all residents fairly	63%	Similar	Similar	Similar
Treating residents with respect	73%	Similar	Similar	Similar
Overall customer service by Scottsdale employees	84%	Similar	Similar	Similar
Public information services	83%	Similar	Similar	Similar
Quality of services provided by the City of Scottsdale	79%	Similar	Similar	Similar
Quality of services provided by the Federal Government	45%	Similar	Similar	Similar

Table 45: Economy

Economy Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Scottsdale	90%	46	273	Higher
Economic development	80%	12	279	Higher
Overall quality of business and service establishments in Scottsdale	95%	1	276	Much higher
Variety of business and service establishments in Scottsdale	90%	1	53	Much higher
Vibrancy of downtown/commercial area	90%	8	254	Much higher
Shopping opportunities	95%	3	289	Much higher
Scottsdale as a place to visit	95%	5	288	Much higher
Scottsdale as a place to work	92%	4	344	Much higher
Employment opportunities	74%	16	301	Higher
Cost of living in Scottsdale	47%	134	271	Similar
Economy will have positive impact on income	25%	190	261	Similar

Table 46: Mobility

Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the transportation system in Scottsdale	72%	152	275	Similar
Traffic flow on major streets	66%	61	315	Higher
Ease of travel by car in Scottsdale	84%	47	301	Higher
Ease of travel by public transportation in Scottsdale	37%	108	246	Similar
Ease of travel by bicycle in Scottsdale	69%	53	302	Higher
Ease of walking in Scottsdale	76%	67	302	Higher
Ease of public parking	68%	71	239	Similar
Bus or transit services	62%	68	238	Similar
Traffic enforcement	73%	92	338	Similar
Traffic signal timing	60%	60	264	Similar
Street repair	69%	24	325	Higher
Street cleaning	81%	18	289	Higher
Street lighting	83%	12	319	Higher
Sidewalk maintenance	79%	10	290	Higher
Used bus, rail, subway, or other public transportation instead of driving	13%	134	227	Lower
Carpooled with other adults or children instead of driving alone	31%	247	257	Lower
Walked or biked instead of driving	59%	111	263	Similar

Table 47: Community Design

Community Design Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall design or layout of Scottsdale's residential and commercial areas	85%	7	268	Higher
Overall appearance of Scottsdale	88%	30	330	Higher
Your neighborhood as a place to live	94%	31	300	Similar
Overall quality of new development in Scottsdale	68%	40	289	Similar
Well-planned residential growth	64%	12	56	Higher
Well-planned commercial growth	62%	10	56	Higher
Well-designed neighborhoods	78%	4	56	Higher
Preservation of the historical or cultural character of the community	74%	8	52	Similar
Public places where people want to spend time	83%	23	263	Higher
Variety of housing options	64%	45	279	Higher
Availability of affordable quality housing	32%	155	298	Similar
Land use, planning, and zoning	60%	54	290	Similar
Code enforcement	67%	34	343	Higher

Table 48: Utilities

Utilities Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the utility infrastructure in Scottsdale	84%	12	54	Similar
Affordable high-speed internet access	59%	15	51	Similar
Power (electric and/or gas) utility	78%	56	195	Similar
Garbage collection	91%	22	316	Similar
Drinking water	69%	145	284	Similar
Sewer services	88%	22	287	Similar
Storm water management	84%	12	315	Higher
Utility billing	73%	63	240	Similar

Table 49: Safety

Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Scottsdale	89%	118	341	Similar
Police services	85%	131	385	Similar
Crime prevention	81%	79	340	Similar
Animal control	86%	6	303	Higher
Ambulance or emergency medical services	96%	71	305	Similar
Fire services	96%	61	333	Similar
Fire prevention and education	89%	30	278	Similar
Emergency preparedness	75%	64	279	Similar
In your neighborhood during the day	99%	47	328	Similar
In Scottsdale's downtown/commercial area during the day	93%	151	307	Similar
From property crime	85%	20	66	Similar
From violent crime	91%	29	66	Similar
From fire, flood, or other natural disaster	91%	8	54	Similar

Table 50: Natural Environment

Natural Environment Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of natural environment in Scottsdale	87%	65	278	Similar
Cleanliness of Scottsdale	91%	29	302	Higher
Water resources	65%	22	50	Similar
Air quality	63%	207	255	Similar
Preservation of natural areas	79%	20	258	Higher
Scottsdale open space	74%	24	249	Higher
Recycling	80%	160	323	Similar
Yard waste pick-up	86%	36	262	Higher

Table 51: Parks and Recreation

Parks and Recreation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of parks and recreation opportunities	90%	10	54	Similar
Availability of paths and walking trails	86%	22	298	Higher
City parks	92%	68	298	Similar
Recreational opportunities	86%	18	288	Higher
Recreation programs or classes	88%	27	296	Higher
Recreation centers or facilities	89%	26	271	Higher
Fitness opportunities	87%	12	259	Higher

Table 52: Health and Wellness

Health and Wellness Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall health and wellness opportunities in Scottsdale	83%	25	270	Higher
Health services	86%	26	234	Higher
Availability of affordable quality health care	78%	26	268	Higher
Availability of preventive health services	85%	6	249	Higher
Availability of affordable quality mental health care	65%	18	246	Higher
Availability of affordable quality food	78%	16	254	Higher
In very good to excellent health	94%	10	258	Similar

Table 53: Education, Arts, and Culture

Education, Arts, and Culture Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall opportunities for education, culture, and the arts	82%	48	269	Higher
Opportunities to attend cultural/arts/music activities	82%	18	287	Higher
Opportunities to attend special events and festivals	79%	36	277	Similar
Community support for the arts	84%	4	54	Much higher
Public library services	95%	31	297	Similar
Availability of affordable quality child care/preschool	59%	52	264	Similar
K-12 education	69%	141	264	Similar
Adult educational opportunities	73%	31	254	Higher

Table 54: Inclusivity and Engagement

Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Residents' connection and engagement with their community	63%	22	54	Similar
Sense of community	66%	124	299	Similar
Sense of civic/community pride	75%	14	54	Similar
Neighborliness of Scottsdale	63%	128	265	Similar
Scottsdale as a place to raise children	89%	112	359	Similar
Scottsdale as a place to retire	93%	3	346	Much higher
Openness and acceptance of the community toward people of diverse backgrounds	64%	97	295	Similar
Making all residents feel welcome	80%	7	54	Similar
Attracting people from diverse backgrounds	61%	17	54	Similar
Valuing/respecting residents from diverse backgrounds	68%	15	54	Similar
Taking care of vulnerable residents	62%	19	54	Similar
Opportunities to participate in social events and activities	76%	39	269	Similar
Opportunities to volunteer	80%	52	269	Similar
Opportunities to participate in community matters	70%	79	274	Similar

Table 55: Participation

Participation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Contacted Scottsdale for help or information	50%	99	323	Similar
Contacted Scottsdale elected officials to express your opinion	18%	105	262	Similar
Attended a local public meeting	18%	180	266	Similar
Watched (online or on television) a local public meeting	29%	54	241	Similar
Volunteered your time to some group/activity in Scottsdale	28%	206	270	Similar
Campaigned or advocated for an issue, cause or candidate	22%	128	252	Similar
Voted in your most recent local election	86%	12	54	Similar
Access the internet from your home using a computer, laptop or tablet computer	97%	16	54	Similar
Access the internet from your cell phone	92%	29	54	Similar
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	68%	52	54	Lower
Use or check email	96%	27	54	Similar
Share your opinions online	26%	49	54	Similar
Shop online	68%	2	54	Higher

Table 56: Focus Areas

Importance Items	Percent essential or very important	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Scottsdale	94%	7	249	Higher
Overall quality of the transportation system in Scottsdale	74%	159	249	Similar
Overall design or layout of Scottsdale's residential and commercial areas	79%	35	249	Similar
Overall quality of the utility infrastructure in Scottsdale	91%	4	54	Higher
Overall feeling of safety in Scottsdale	93%	52	249	Similar
Overall quality of natural environment in Scottsdale	89%	29	249	Higher
Overall quality of parks and recreation opportunities	87%	16	54	Similar
Overall health and wellness opportunities in Scottsdale	83%	18	248	Higher
Overall opportunities for education, culture, and the arts	75%	148	249	Similar
Residents' connection and engagement with their community	69%	231	250	Lower

Communities included in national comparisons

The communities included in Scottsdale's comparisons are listed on the following pages along with their population according to the American Community Survey (ACS) 2017 5-year estimates.

Adams County, CO	487,850	Bainbridge Island city, WA	23,689
Airway Heights city, WA	8,017	Baltimore city, MD	619,796
Albemarle County, VA	105,105	Baltimore County, MD	828,637
Albert Lea city, MN	17,716	Basehor city, KS	5,401
Alexandria city, VA	154,710	Batavia city, IL	26,499
Allegan County, MI	114,145	Battle Creek city, MI	51,505
American Canyon city, CA	20,341	Bay Village city, OH	15,426
Ankeny city, IA	56,237	Baytown city, TX	76,205
Ann Arbor city, MI	119,303	Beaumont city, CA	43,641
Apache Junction city, AZ	38,452	Bellingham city, WA	85,388
Arapahoe County, CO	626,612	Bend city, OR	87,167
Arlington city, TX	388,225	Bethlehem township, PA	23,800
Arvada city, CO	115,320	Bettendorf city, IA	35,293
Asheville city, NC	89,318	Billings city, MT	109,082
Ashland city, OR	20,733	Bloomington city, IN	83,636
Ashland town, MA	17,478	Bloomington city, MN	85,417
Ashland town, VA	7,554	Boise City city, ID	220,859
Aspen city, CO	7,097	Bonner Springs city, KS	7,644
Athens-Clarke County, GA	122,292	Boulder city, CO	106,271
Auburn city, AL	61,462	Bowling Green city, KY	64,302
Aurora city, CO	357,323	Bozeman city, MT	43,132
Austin city, TX	916,906	Brookline CDP, MA	59,246
Avon town, CO	6,503	Brooklyn Center city, MN	30,885
Avon town, IN	16,479	Brooklyn city, OH	10,891
Avondale city, AZ	81,590	Broomfield city, CO	64,283
Azusa city, CA	49,029	Brownsburg town, IN	24,625

Buffalo Grove village, IL	41,551
Burlingame city, CA	30,401
Cabarrus County, NC	196,716
Cambridge city, MA	110,893
Canandaigua city, NY	10,402
Cannon Beach city, OR	1,517
Cañon City city, CO	16,298
Cape Coral city, FL	173,679
Carlsbad city, CA	113,147
Cartersville city, GA	20,235
Cary town, NC	159,715
Castle Rock town, CO	57,274
Cedar Hill city, TX	48,149
Cedar Park city, TX	70,010
Cedar Rapids city, IA	130,330
Celina city, TX	7,910
Centennial city, CO	108,448
Chandler city, TX	2,896
Chanhassen city, MN	25,108
Chapel Hill town, NC	59,234
Chardon city, OH	5,166
Charles County, MD	156,021
Charlotte County, FL	173,236
Charlottesville city, VA	46,487
Chattanooga city, TN	176,291
Chautauqua town, NY	4,362
Chesterfield County, VA	335,594
Clayton city, MO	16,214
Clearwater city, FL	112,794
Clinton city, SC	8,538
Clive city, IA	17,134
Clovis city, CA	104,411
College Park city, MD	32,186
College Station city, TX	107,445
Colleyville city, TX	25,557
Collinsville city, IL	24,767
Columbia city, MO	118,620
Commerce City city, CO	52,905
Conshohocken borough, PA	7,985
Coolidge city, AZ	12,221
Coon Rapids city, MN	62,342
Coral Springs city, FL	130,110
Coronado city, CA	24,053
Corvallis city, OR	56,224
Cottonwood Heights city, UT	34,214
Coventry Lake CDP, CT	2,932
Cupertino city, CA	60,687
Dacono city, CO	4,929
Dakota County, MN	414,655
Dallas city, OR	15,413
Dallas city, TX	1,300,122
Danvers town, MA	27,527
Danville city, KY	16,657
Darien city, IL	22,206
Davidson town, NC	12,325
Dayton city, OH	140,939
Dayton town, WY	815
Dearborn city, MI	95,295
Decatur city, GA	22,022
DeLand city, FL	30,315
Delaware city, OH	38,193
Denison city, TX	23,342
Denton city, TX	131,097
Denver city, CO	678,467
Des Moines city, IA	214,778
Des Peres city, MO	8,536
Destin city, FL	13,421
Dothan city, AL	67,784
Dover city, NH	30,901
Dublin city, CA	57,022
Dublin city, OH	44,442
Duluth city, MN	86,066
Durham city, NC	257,232
Durham County, NC	300,865
Dyer town, IN	16,077
Eagan city, MN	66,102
Eagle Mountain city, UT	27,773
Eau Claire city, WI	67,945
Eden Prairie city, MN	63,660
Eden town, VT	1,254
Edgewater city, CO	5,299
Edina city, MN	50,603
Edmond city, OK	89,769
Edmonds city, WA	41,309
El Cerrito city, CA	24,982
El Paso de Robles (Paso Robles) city, CA	31,409
Elgin city, IL	112,628
Elk Grove city, CA	166,228
Elmhurst city, IL	46,139
Englewood city, CO	33,155
Erie town, CO	22,019
Escambia County, FL	309,924
Estes Park town, CO	6,248
Euclid city, OH	47,698
Farmers Branch city, TX	33,808
Farmersville city, TX	3,440
Farmington Hills city, MI	81,235
Fate city, TX	10,339
Fayetteville city, GA	17,069
Fayetteville city, NC	210,324
Ferguson township, PA	18,837
Fernandina Beach city, FL	11,957
Flower Mound town, TX	71,575
Forest Grove city, OR	23,554
Fort Collins city, CO	159,150
Franklin city, TN	72,990
Frederick town, CO	11,397
Fremont city, CA	230,964
Frisco town, CO	2,977
Fruita city, CO	13,039
Gahanna city, OH	34,691
Gaithersburg city, MD	67,417
Galveston city, TX	49,706
Gardner city, KS	21,059
Germantown city, TN	39,230
Gilbert town, AZ	232,176
Gillette city, WY	31,783
Glen Ellyn village, IL	27,983
Glendora city, CA	51,891
Glenview village, IL	47,066
Golden city, CO	20,365
Golden Valley city, MN	21,208
Goodyear city, AZ	74,953
Grafton village, WI	11,576
Grand Rapids city, MI	195,355
Grand Traverse County, MI	91,222
Greeley city, CO	100,760
Greenville city, NC	90,347
Greer city, SC	28,587
Gunnison County, CO	16,215
Haltom City city, TX	44,059
Hamilton city, OH	62,216

Hamilton town, MA	7,991
Hampton city, VA	136,255
Hanover County, VA	103,218
Harrisburg city, SD	5,429
Hastings city, MN	22,620
Henderson city, NV	284,817
High Point city, NC	109,849
Highland Park city, IL	29,796
Highlands Ranch CDP, CO	105,264
Homer Glen village, IL	24,403
Hopkinton town, MA	16,720
Hoquiam city, WA	8,416
Horry County, SC	310,186
Hudson town, CO	1,709
Huntley village, IL	26,265
Huntsville city, TX	40,727
Hutchinson city, MN	13,836
Hutto city, TX	22,644
Hyattsville city, MD	18,225
Independence city, IA	6,013
Independence city, MO	117,369
Indio city, CA	86,867
Iowa City city, IA	73,415
Issaquah city, WA	35,629
Jackson city, MO	14,690
Jackson County, MI	158,989
Jefferson Parish, LA	437,038
Jerome city, ID	11,306
Johnson City city, TN	65,598
Johnston city, IA	20,172
Jupiter town, FL	62,373
Kalamazoo city, MI	75,833
Kansas City city, KS	151,042
Kansas City city, MO	476,974
Kent city, WA	126,561
Kerrville city, TX	22,931
Key West city, FL	25,316
King City city, CA	13,721
Kingman city, AZ	28,855
Kirkland city, WA	86,772
Kirkwood city, MO	27,659
La Mesa city, CA	59,479
La Plata town, MD	9,160
La Vista city, NE	17,062
Lake Forest city, IL	18,931
Lake in the Hills village, IL	28,908
Lake Zurich village, IL	19,983
Lakeville city, MN	61,056
Lakewood city, CO	151,411
Lakewood city, WA	59,102
Lancaster County, SC	86,544
Laramie city, WY	32,104
Larimer County, CO	330,976
Las Cruces city, NM	101,014
Las Vegas city, NM	13,445
Las Vegas city, NV	621,662
Lawrence city, KS	93,954
Lawrenceville city, GA	29,287
Lehi city, UT	58,351
Lenexa city, KS	52,030
Lewisville city, TX	103,638
Libertyville village, IL	20,504
Lincolnwood village, IL	12,637
Lindsborg city, KS	3,313
Little Chute village, WI	11,006
Littleton city, CO	45,848
Livermore city, CA	88,232
Lombard village, IL	43,776
Lone Tree city, CO	13,430
Long Grove village, IL	7,980
Longmont city, CO	91,730
Lonsdale city, MN	3,850
Los Alamos County, NM	18,031
Los Altos Hills town, CA	8,490
Loudoun County, VA	374,558
Louisville city, CO	20,319
Lower Merion township, PA	58,500
Lynchburg city, VA	79,237
Lynnwood city, WA	37,242
Manassas city, VA	41,379
Manhattan Beach city, CA	35,698
Manhattan city, KS	55,427
Mankato city, MN	41,241
Maple Grove city, MN	68,362
Maplewood city, MN	40,127
Maricopa County, AZ	4,155,501
Marin County, CA	260,814
Marion city, IA	38,014
Mariposa County, CA	17,658
Marshalltown city, IA	27,440
Marshfield city, WI	18,326
Martinez city, CA	37,902
Marysville city, WA	66,178
Maui County, HI	164,094
McKinney city, TX	164,760
McMinnville city, OR	33,211
Mecklenburg County, NC	1,034,290
Menlo Park city, CA	33,661
Menomonee Falls village, WI	36,411
Mercer Island city, WA	24,768
Meridian charter township, MI	41,903
Merriam city, KS	11,259
Mesa city, AZ	479,317
Mesquite city, TX	144,118
Miami city, FL	443,007
Middleton city, WI	18,951
Middletown town, RI	16,100
Milford city, DE	10,645
Milton city, GA	37,556
Minneapolis city, MN	411,452
Minnetrista city, MN	7,187
Missoula County, MT	114,231
Missouri City city, TX	72,688
Moline city, IL	42,644
Monroe city, MI	20,128
Montgomery city, MN	2,921
Montgomery County, MD	1,039,198
Monticello city, UT	2,599
Montrose city, CO	18,918
Moorpark city, CA	36,060
Moraga town, CA	17,231
Morristown city, TN	29,446
Morrisville town, NC	23,873
Morro Bay city, CA	10,568
Moscow city, ID	24,833
Mountlake Terrace city, WA	20,922
Murphy city, TX	20,361
Naperville city, IL	146,431
Napoleon city, OH	8,646
Needham CDP, MA	30,429
Nevada City city, CA	3,112
Nevada County, CA	98,838

New Braunfels city, TX	70,317
New Brighton city, MN	22,440
New Concord village, OH	2,561
New Hope city, MN	20,909
Newport city, RI	24,745
Newport News city, VA	180,775
Newton city, IA	15,085
Niles village, IL	29,823
Noblesville city, IN	59,807
Norcross city, GA	16,474
Norfolk city, NE	24,352
North Mankato city, MN	13,583
North Port city, FL	62,542
North Yarmouth town, ME	3,714
Northglenn city, CO	38,473
Novato city, CA	55,378
Novi city, MI	58,835
Oak Park village, IL	52,229
Oakdale city, MN	27,972
O'Fallon city, IL	29,095
Oklahoma City city, OK	629,191
Olmsted County, MN	151,685
Orland Park village, IL	59,161
Orleans Parish, LA	388,182
Oshkosh city, WI	66,649
Oswego village, IL	33,759
Overland Park city, KS	186,147
Paducah city, KY	24,879
Palm Beach Gardens city, FL	53,119
Palm Coast city, FL	82,356
Palo Alto city, CA	67,082
Palos Verdes Estates city, CA	13,591
Panama City Beach city, FL	12,461
Papillion city, NE	19,478
Paradise Valley town, AZ	13,961
Park City city, UT	8,167
Parker town, CO	51,125
Pasco city, WA	70,607
Pasco County, FL	498,136
Payette city, ID	7,366
Pearland city, TX	113,693
Peoria city, IL	115,424
Pflugerville city, TX	58,013
Philadelphia city, PA	1,569,657
Pinehurst village, NC	15,580
Piqua city, OH	20,793
Pitkin County, CO	17,747
Plano city, TX	281,566
Platte City city, MO	4,867
Pleasant Hill city, IA	9,608
Pleasanton city, CA	79,341
Plymouth city, MN	76,258
Port Orange city, FL	60,315
Port St. Lucie city, FL	178,778
Portage city, MI	48,072
Portland city, OR	630,331
Powell city, OH	12,658
Powhatan County, VA	28,364
Prairie Village city, KS	21,932
Pueblo city, CO	109,122
Purcellville town, VA	9,217
Queen Creek town, AZ	33,298
Raleigh city, NC	449,477
Ramsey city, MN	25,853
Raymore city, MO	20,358
Redmond city, OR	28,492
Redmond city, WA	60,712
Redwood City city, CA	84,368
Reno city, NV	239,732
Richfield city, MN	35,993
Richland city, WA	53,991
Richmond city, CA	108,853
Richmond Heights city, MO	8,466
Rio Rancho city, NM	93,317
River Falls city, WI	15,256
Riverside city, CA	321,570
Roanoke city, VA	99,572
Roanoke County, VA	93,419
Rochester city, NY	209,463
Rock Hill city, SC	70,764
Rockville city, MD	66,420
Roeland Park city, KS	6,810
Rohnert Park city, CA	42,305
Rolla city, MO	20,013
Rosemount city, MN	23,474
Rosenberg city, TX	35,867
Roseville city, MN	35,624
Round Rock city, TX	116,369
Royal Palm Beach village, FL	37,665
Sacramento city, CA	489,650
Sahuarita town, AZ	28,257
Sammamish city, WA	62,877
San Carlos city, CA	29,954
San Diego city, CA	1,390,966
San Francisco city, CA	864,263
San Jose city, CA	1,023,031
San Marcos city, TX	59,935
Sangamon County, IL	198,134
Santa Fe city, NM	82,980
Santa Fe County, NM	147,514
Savage city, MN	30,011
Schaumburg village, IL	74,427
Schertz city, TX	38,199
Scott County, MN	141,463
Scottsdale city, AZ	239,283
Sedona city, AZ	10,246
Sevierville city, TN	16,387
Shakopee city, MN	40,024
Shawnee city, KS	64,840
Shawnee city, OK	30,974
Shoreline city, WA	55,431
Shoreview city, MN	26,432
Shorewood village, IL	16,809
Sierra Vista city, AZ	43,585
Silverton city, OR	9,757
Sioux Falls city, SD	170,401
Skokie village, IL	64,773
Snoqualmie city, WA	12,944
Snowmass Village town, CO	2,827
Somerset town, MA	18,257
South Bend city, IN	101,928
South Jordan city, UT	65,523
South Portland city, ME	25,431
Southlake city, TX	30,090
Spearfish city, SD	11,300
Springville city, UT	32,319
St. Augustine city, FL	13,952
St. Charles city, IL	32,730
St. Cloud city, MN	67,093
St. Croix County, WI	87,142
St. Joseph city, MO	76,819
St. Louis County, MN	200,294

St. Lucie County, FL	298,763
State College borough, PA	42,224
Steamboat Springs city, CO	12,520
Sugar Land city, TX	86,886
Suisun City city, CA	29,280
Summit County, UT	39,731
Sunnyvale city, CA	151,565
Surprise city, AZ	129,534
Suwanee city, GA	18,655
Tacoma city, WA	207,280
Takoma Park city, MD	17,643
Tempe city, AZ	178,339
Temple city, TX	71,795
Texarkana city, TX	37,222
The Woodlands CDP, TX	109,608
Thousand Oaks city, CA	128,909
Tigard city, OR	51,355
Tinley Park village, IL	57,107
Tracy city, CA	87,613
Trinidad CCD, CO	10,819
Tualatin city, OR	27,135
Tulsa city, OK	401,352
Tustin city, CA	80,007
Twin Falls city, ID	47,340
Unalaska city, AK	4,809
University Heights city, OH	13,201
University Park city, TX	24,692
Urbandale city, IA	42,222
Vail town, CO	5,425
Vernon Hills village, IL	26,084
Victoria city, MN	8,679
Vienna town, VA	16,474
Virginia Beach city, VA	450,057
Walnut Creek city, CA	68,516
Warrensburg city, MO	19,890
Washington County, MN	250,979
Washoe County, NV	445,551
Waunakee village, WI	13,284
Wauwatosa city, WI	47,687
Wentzville city, MO	35,768
West Carrollton city, OH	12,963
West Chester township, OH	62,804
West Des Moines city, IA	62,999
Western Springs village, IL	13,187
Westerville city, OH	38,604
Westlake town, TX	1,006
Westminster city, CO	111,895
Westminster city, MD	18,557
Wheat Ridge city, CO	31,162
White House city, TN	11,107
Wichita city, KS	389,054
Williamsburg city, VA	14,817
Willowbrook village, IL	8,598
Wilmington city, NC	115,261
Wilsonville city, OR	22,789
Windsor town, CO	23,386
Windsor town, CT	29,037
Winter Garden city, FL	40,799
Woodbury city, MN	67,648
Woodinville city, WA	11,675
Wyandotte County, KS	163,227
Wyoming city, MI	75,124
Yakima city, WA	93,182
York County, VA	67,196
Yorktown town, IN	11,200
Yorkville city, IL	18,691
Yountville city, CA	2,978

Appendix C: Detailed Survey Methods

The National Community Survey™ (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Scottsdale funded this research. Please contact Brent Stockwell of the City of Scottsdale at BStockwell@scottsdaleaz.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."
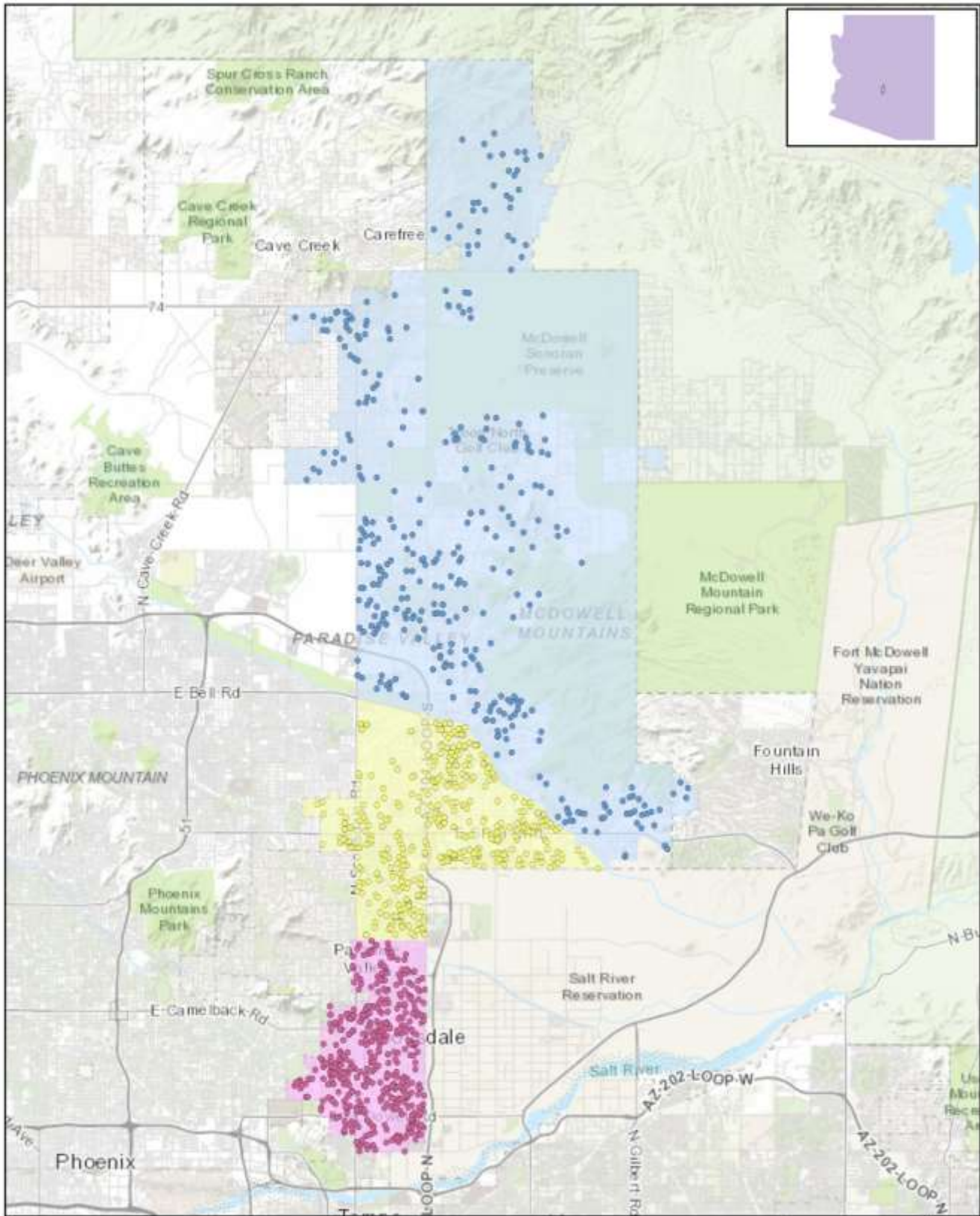
Selecting Survey Recipients

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Scottsdale were eligible to participate in the survey. A list of all households within the zip codes serving Scottsdale was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Scottsdale households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Scottsdale boundaries were removed from consideration. Each address

identified as being within City boundaries was further identified as being within one of the three geographic subareas.

To choose the 1,700 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients

Survey Recipients in Scottsdale, AZ

- In Area 1
- In Area 3
- In Area 2

Area 1: S of Indian Bend Rd
Area 2: N of Indian Bend Rd & S or W of CAP Canal
Area 3: N or E of CAP Canal

Survey Administration and Response

Selected households received three mailings, one week apart, beginning on November 24, 2020. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English. The prenotification postcard and both cover letters included a URL through which the residents selected for the mail survey could choose respond online rather than by mail. The City of Scottsdale chose to augment their administration of The NCS with several additional services, including demographic subgroup comparisons and geographic subgroup comparisons. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following seven weeks.

About 9% of the 1,700 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,549 households that received the survey, 328 completed the survey, providing an overall response rate of 21%. Of the 328 completed surveys, 157 were completed online. Additionally, responses were tracked by geographic subarea; response rates by geographic subarea ranged from 18% to 25%. The response rates were calculated using AAPOR's response rate #2[1] for mailed surveys of unnamed persons.

Table 57: Survey Response Rates by Area

	South of Indian Bend Road	North of Indian Bend Road and South or West of CAP Canal	North or East of CAP Canal	Overall
Total sample used	700	564	436	1,700
I=Complete Interviews	114	112	99	325
P=Partial Interviews	1	1	1	3
R=Refusal and break off	0	1	0	1
NC=Non Contact	0	0	0	0
O=Other	0	0	0	0
UH=Unknown household	0	0	0	0
UO=Unknown other	532	395	293	1,220
NE=Not eligible	53	55	43	151
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	18%	22%	25%	21%

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1 See AAPOR's Standard Definitions for more information:
http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions.[2]

The margin of error for the City of Scottsdale survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (329 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC uses Polco, an online public engagement tool designed primarily for local governments, to collect online survey data. The Polco platform includes many features of online survey tools, but also includes elements tailored to the civic environment. For example, like NRC's mailed surveys, surveys on Polco are presented with the City name, logo (or other image) and a description, so residents understand who is asking for input and why. Optionally, Polco can also verify respondents with local public data to ensure respondents are residents or voters. More generally, an advantage of online programming and data gathering is that it allows for more rigid control of the data format, making extensive data cleaning unnecessary.

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[2] A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Scottsdale. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, gender, housing type, housing tenure (rent or own), race, ethnicity and geographic subarea. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 58: Scottsdale, AZ 2020 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	34%	12%	32%
Own home	66%	88%	68%
Detached unit	58%	63%	61%
Attached unit	42%	37%	39%
Race and Ethnicity			
White	91%	92%	91%
Not white	9%	8%	9%
Not Hispanic	93%	97%	92%
Hispanic	7%	3%	8%
Sex and Age			
Female	52%	53%	57%
Male	48%	47%	43%
18-34 years of age	23%	4%	16%
35-54 years of age	35%	21%	35%
55+ years of age	42%	76%	50%
Females 18-34	11%	3%	12%
Females 35-54	18%	10%	18%
Females 55+	23%	40%	26%
Males 18-34	12%	1%	3%
Males 35-54	17%	10%	17%
Males 55+	19%	36%	23%
Geographic Area			
South of Indian Bend Road	37%	35%	31%
North of Indian Bend Road and South or West of CAP Canal	32%	34%	36%
North or East of CAP Canal	30%	30%	33%

* U.S. Census Bureau ACS 2017 5-year estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Appendix D: Survey Materials